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Canadian Heritage Patrimoine canadien

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News Release ~ Communiqué

Pilot project to publicize canadian films announced

VANCOUVER, February 17, 1995 - A pilot program spotlighting Canadian films in video stores will be funded under the Canada-B.C. Agreement on Communications and Cultural Industries, Canadian Heritage Minister Michel Dupuy and B.C. Minister of Small Business, Tourism and Culture Bill Barlee announced today.

During the six-month project, 10 video stores in B.C. will receive the same 50 to 60 Canadian films on videocassette. Seven of the stores will stock the films in a special "Canada" section; the other three stores will be used as controls.

Each B.C. title will be marked with a B.C. identifier for higher visibility. Questionnaires surveying attitudes and reactions to Canadian and B.C. films will be distributed with each Canadian rental.

Red Light Filmworks Ltd. of Vancouver will receive $22,500 under the federal-provincial agreement to provide the special racks and administer the project.

"Canadian films are too often put in the foreign section," said Mr. Dupuy. "There should be a Canadian section in every video store in the country. This would assist the marketing of Canadian films and strengthen our sense of Canadian identity."

Mr. Barlee said B.C.'s film industry and the supply of B.C. films have been growing steadily in the past few years. "It's time the industry and our artists got the prominence they deserve. I hope this project will demonstrate there is in fact a demand for our films."

The Canada-B.C Agreement on Communications and Cultural Industries is a two-year, $9 million federal-provincial agreement designed to assist those sectors in developing and applying innovative technology, creating new markets for their products and services and in strengthening their industrial infrastructure.

The agreement is administered by Industry Canada and Canadian Heritage on the federal side, and the B.C. Ministries of Employment and Investment and Small Business, Tourism and Culture.

Funding for this project was provided for in the February 1994 federal budget and is therefore built into the existing fiscal framework. This initiative is an example of how this government is prioritizing its spending so that it can better serve Canadians by making efficient use of their tax dollars.

Information:

Richard Baumgartel
Red Light Filmworks Inc.
323-8055 (Vancouver)

Barb Hodgins
Canada-B.C. Agreement Coordinator
666-3120 (Vancouver)
356-2518 (Victoria)